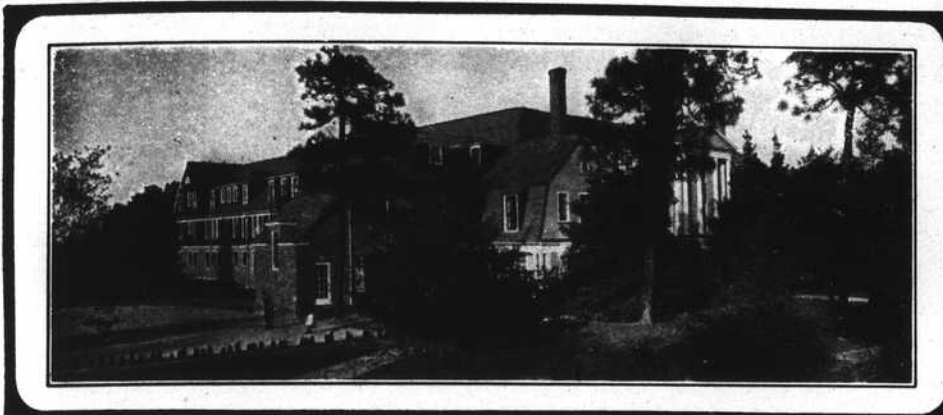




THE CAROLINA



THE NEW HOLLY INN



THE BERKSHIRE



PINE NEEDLES INN



33rd
SEASON



1928
--
1929

Effortless, *Carefree*, ALL-CARING, ABSOLUTE COMFORT

is the unique product of first class hotel keeping.

Here is no servant problem, no problem of supplies (nourishing, decorative, useful), such as face every householder regardless of means and multiplicity of servants.

Here is no social problem—a host to please, his household ways to consider; the inevitable concerns of a friendly visit.

When you enter a hotel, *it is the business of your hotel host to please you* and to see that his staff, his house, his table, please you too.

Recognizing that, although perfection is impossible, the ideal of perfection is necessary to satisfactory results, it has been the standard toward which Pinehurst hotels have worked for 32 years, and are working still. Nothing has been spared to have their efforts intelligent as well as earnest.

CAREFULLY BUILT, IT IS NO LESS CAREFULLY MAINTAINED:

Pinehurst's *Luxury of Service*

THE CAROLINA HOTEL, E. G. Fitzgerald, Manager. All modern equipment. Every room with bath and telephone; fireproofed by complete sprinkler system. Sleeping porches, elevators, sun porches, music and ball room; orchestra for concerts and dancing. Thirtieth season. Now open. Special season rates.

NEW HOLLY INN, H. W. Norris, Manager. Thirty-third season; fourth year of new house. All conveniences. Practically every room with bath. Orchestra; dancing. Pleasantly located. Liberally conducted. Now open.

THE BERKSHIRE, H. W. Norris, Manager. A "home folks" house. Well lighted, well heated, well served. Now open.

PINE NEEDLES INN, A. E. Richardson, Manager. Just across from the Mid-Pines Club. Has its own 18-hole Ross course. Absolutely fireproof steel, brick and concrete construction. Four bedroom floors. All rooms with private bath and telephone. Plenty of single rooms; a few especially large and luxurious rooms. Now open.